

MBMBA03O02: BUSINESS FUNDAMENTALS

Course Contents:

Module I

Introduction to Management: Management Concepts - Management versus Administration Functions of management - Management Roles - Management Skills - Levels of Management - Management as an Art, Science and Profession - Evolution of Management.

Module II

Planning: Nature and Principles of Planning - Types of Plans - Planning Process - Concept of Planning Premises - Management by Objectives - Decision making - Types of decisions and decision making conditions – Decision making Process - Techniques of Decision making.

Module III

Organizing and Staffing: Nature and Principles of Organizing - Organization Structure - Factors affecting Organization Structure - Types of Organization Structure - Span of Control - Delegation - Departmentation - Meaning of Staffing - Importance of the staffing function.

Module IV

Directing and Controlling: Nature and elements of Directing - Importance of Motivation - Theories of Motivation - Leadership - Leadership Styles - Communication - Methods of Communication - Barriers to Communication - Control Process - Control Techniques - Introduction to Attitude, Personality and Perception.

Suggested Readings:

1. Drucker, P. F. The Essential Drucker: The Best of Sixty Years of Peter Drucker's Essential Writings on Management. New York: Harper Business.
2. DuBrin, A.J. Management Essentials. New Delhi: Cengage Learning India Private Limited.
3. Griffin, R.W. Management Principles and Practices. New Delhi: Cengage Learning India Private Limited.
4. Koontz, H and Weihrich, H. Essentials of Management: An International, Innovation and Leadership Perspective. New Delhi: McGraw-Hill Education (India) Private Limited.
5. Robbins, S.P and Coulter, M. Management. New York: Pearson Education.
6. Robbins, S. P., Judge, T.A., & Vohra, N. Organizational Behaviour. New Delhi: Pearson Education.